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## BRAINSTORM SESSION

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A brainstorm session is a great way to generate energy and wild ideas. To do this, you need to create a positive/ creative atmosphere for the team. You will need:

**1 Facilitator / Plenty of Post- Its & Sharpies / HMW Questions**

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**Spend 15 minutes per HMW**

*During that time everyone writes their ideas on Post-Its, sharing one idea at a time.*

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### HOW TO FACILITATE A BRAINSTORMING SESSION

1. *Facilitator*
2. *Present topic*
3. *One question at a time*
4. *Equip everyone for participation*
5. *Keep it short/ make it visual*
6. *Keep the energy high*

### KEEP IN MIND THE RULES OF BRAINSTORMING

#### DEFER JUDGMENT

*There are no bad ideas at this point. There is plenty of time to judge later.*

#### ENCOURAGE WILD IDEAS

*It's the wild ideas that often provide the breakthroughs. It is always easy to bring ideas down to earth later.*

#### BUILD ON THE IDEAS OF OTHERS

*Think 'and' rather than 'but'.*

#### STAY FOCUSED ON THE TOPIC

*You get better output if everyone is disciplined.*

#### ONE CONVERSATION AT A TIME

*That way all ideas can be heard and built upon.*

#### BE VISUAL

*Try to engage the left and right sides of the brain.*

#### GO FOR QUANTITY

*Set an outrageous goal and surpass it.*